

ABSTRACT

Apparatus, and an associated method, for facilitating routing of a data service call
5 background and foreground service delivery modes are defined. A delivery mode type
determiner determines the service delivery mode associated with the data service. If the
service delivery mode is a background delivery mode, the data service is effectuated with
the intended receiving station instead of being redirected pursuant to a call forwarding, or
other service interaction indicia, feature.